

TRANSFORM YOUR TROLLEY *DIGITAL DELIVERY*

BY JULIE WHITE



TODAY'S OUTLINE

OUR MAIN POINTS

- What is Transform your Trolley (TYT)?
- Our aim.
- Our delivery approach.
- Challenges & Achievements.
- Take home messages.
- Questions.

ABOUT TRANSFORM YOUR TROLLEY

A BRIEF BACKGROUND

Transform your Trolley - Digital Delivery

safefood and the Healthy Living Centre Alliance in Northern Ireland teamed up to support families as they transform their trolley's with a healthier, balanced food shop.

As leading partner the Old Library Trust, was one of 13 healthy living centres involved in the online campaign and digital delivery.

Transform your Trolley programmes aimed to promote key messages that can create change for families.



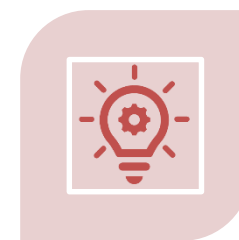
OUR AIM

OUR MISSION, VISION, AND GOAL

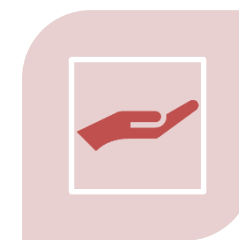
To deliver a 6 week online nutritional programme that promotes strategies with a focus on improving families ability shop for a healthier, balanced lifestyle.



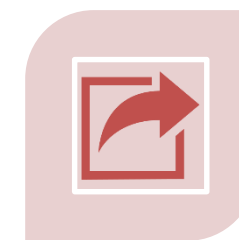
EDUCATE



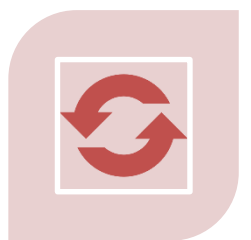
ENCOURAGE



SUPPORT



SHARE



CREATE
CHANGE

OUR DELIVERY APPROACH

WHAT WE DID?



Recruitment



Programme
Content



Resources



Data Analysis

RECRUITMENT

WHAT WE DID?

Target Group: Parents with children aged 5-11 years old.

Method of Recruitment: Social Media Advertisements, Referral agents, Participant Self Referral.

Data Collection: Interactive referral forms and Online registration/survey forms.



PROGRAMME CONTENT

LAYOUT OF PROGRAMME

Staff trained in Food Values - base of delivery content.

Programme Content: New topic each week.

- Eat Well Guide
- Meal Planning
- Food Labelling
- Savvy Shopper

Final two sessions were cooking demos via zoom.

Each week addressed a key message linked to the Transform your Trolley campaign.



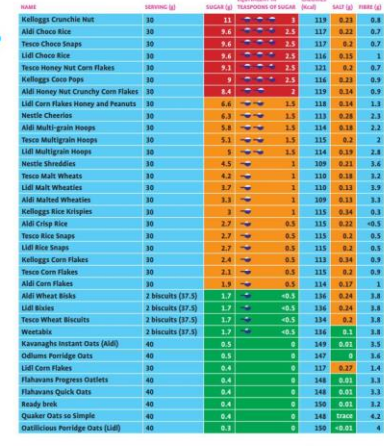
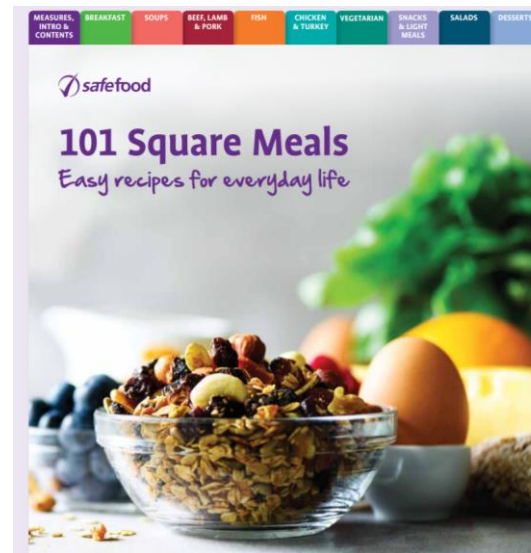
PROGRAMME SET UP



USEFUL & SUPPORTIVE

Each participant received a resource pack at the beginning of programme.

RESOURCES



Items within the packs were incorporated into our sessions through the programme.

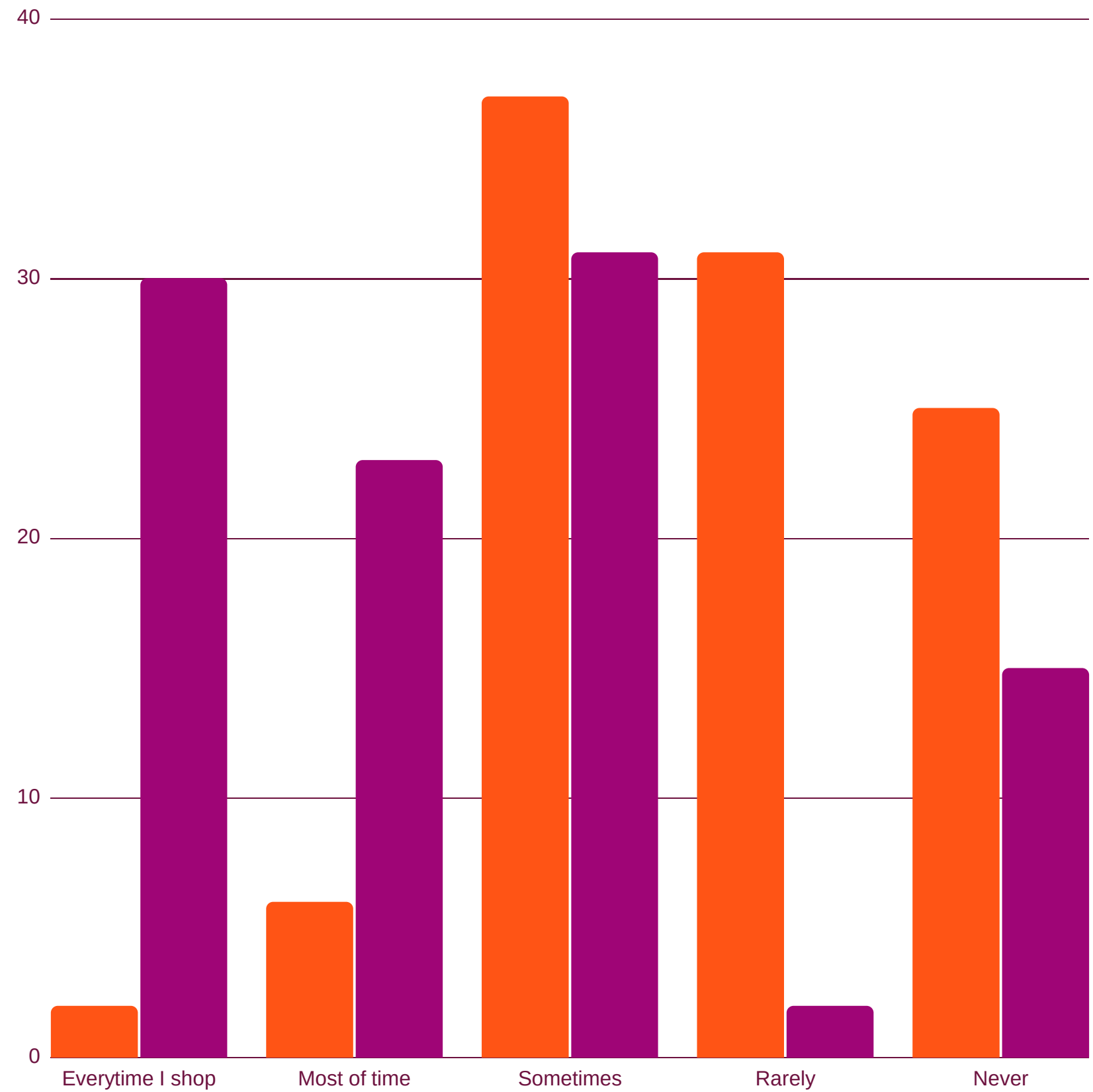
LET'S COOK!



AT HOME CREATIONS!

DATA ANAYLSIS

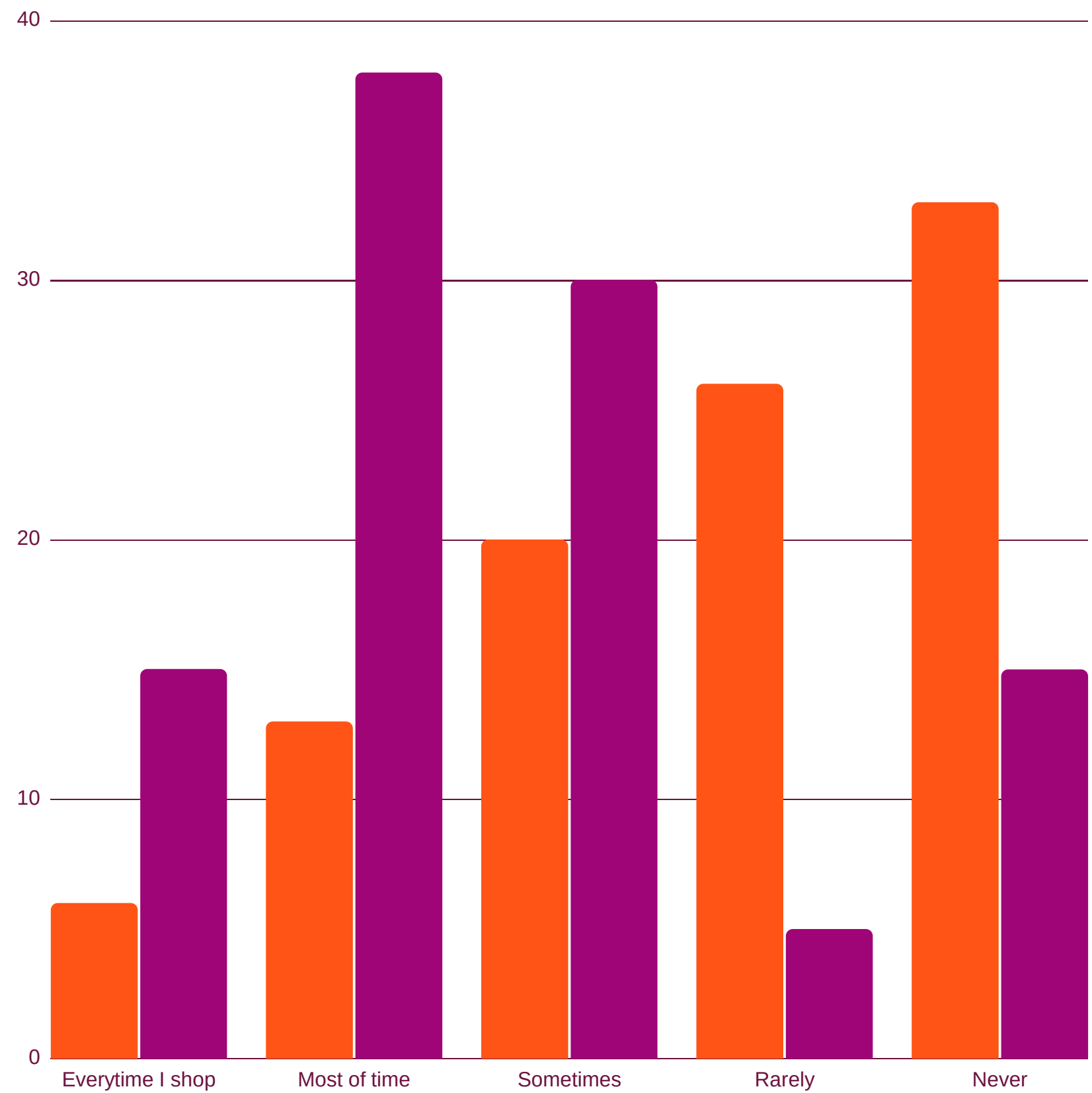
HOW OFTEN WOULD YOU WRITE A SHOPPING LIST?





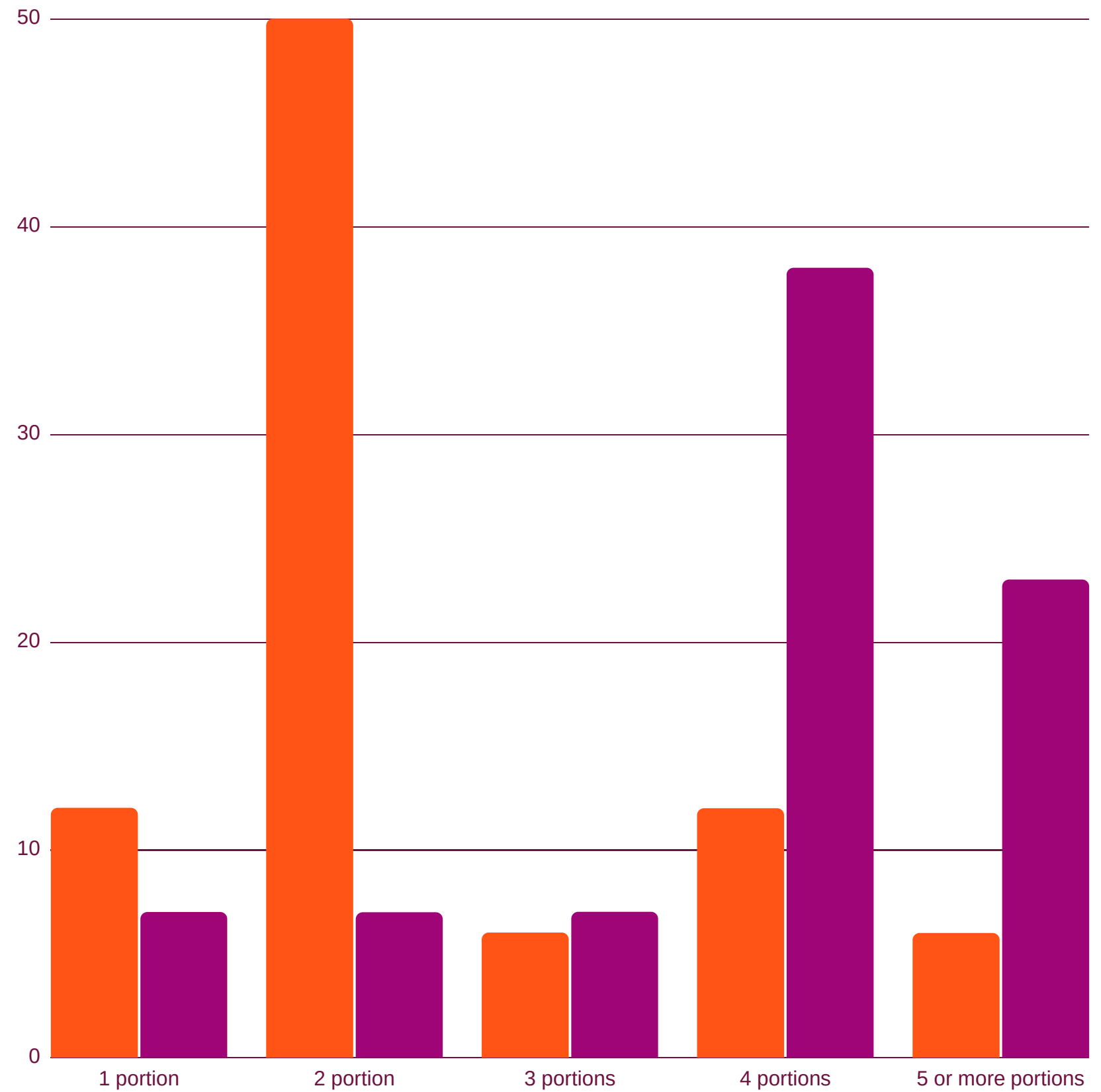
DATA ANALYSIS

DO YOU CHECK AND COMPARE FOOD NUTRITION LABELS?



DATA ANAYLSIS

HOW MANY PORTIONS OF FRUIT & VEG WOULD YOU CONSUME DAILY?



PARTICIPANT FEEDBACK

A circular graphic with an orange border and a light beige center, containing the text '100%' in a bold, purple font.

100%

*FEEL THAT THIS PROGRAMME HAS
CHANGED THE WAY THEY WILL PLAN
AND SHOP FOR FOOD IN THE FUTURE.*

A circular graphic with an orange border and a light beige center, containing the text '100%' in a bold, purple font.


100%

*FEEL THAT THIS PROGRAMME
CHANGED THE WAY THEY AND THEIR
FAMILY WILL EAT IN THE FUTURE.*

A circular graphic with an orange border and a light beige center, containing the text '85%' in a bold, purple font. A small portion of the top-left border is dark grey.

85%

*RATED THE PROGRAMME VERY
HELPFUL.*

A background image of a laptop screen displaying a checklist with several items marked with red checkmarks. The text 'DATA ANALYSIS' is overlaid in a bold, white font.

**DATA
ANAYLSIS**

DIGITAL DELIVERY

THE CHALLENGES

GETTING ONLINE

Getting connected, Zoom, online data collection.

ADAPTING THE CONTENT

Changing the content to suit online delivery.

PARTICIPANT RETENTION

Ensure participants continue to engage once signed up.

DIGITAL DELIVERY

ACHIEVEMENTS

POSITIVE ENAGEMENT

Recruitment successful with targets met. Content valuable and engaging for participants.

BEHAVIOUR CHANGE

Data and individual feedback shows that changes established towards food and shopping habits.

FUNDING

Following the successful delivery of Transform your Trolley, the Healthy Living Centre Alliance has received further funding to deliver another Transform your Trolley.



TAKE HOME MESSAGES

- Planning key to success of programme.
- Interactive and practical content.
- Physical and practical resources help strengthen messages.
- Flexibility of delivery schedule.
- Add social aspect to group – additional support.

The background of the slide is a close-up photograph of a computer keyboard. The keys are white and the keyboard frame is silver. An orange semi-transparent rectangle is overlaid on the left side of the image, containing the text. A key with a graduation cap icon is visible on the right side of the keyboard.

FOOD FOR THOUGHT

Empower people with knowledge, skills and resources and they can transform.

